

FILED IN UNITED STATES DISTRICT
COURT, DISTRICT OF UTAH

AUG 6 - 2004

MARKUS B. ZIMMER, CLERK
BY _____
DEPUTY CLERK

IN THE UNITED STATES DISTRICT COURT IN AND FOR
THE DISTRICT OF UTAH

WORLD WIDE ASSOCIATION OF
SPECIALTY PROGRAMS, a Utah
corporation,

Plaintiff,

vs.

PURE, INC., PURE FOUNDATION, INC.,
SUE SCHEFF,

Defendants.

SPECIAL VERDICT FORM

Civil No. 2:02-CV-0010 PGC

Honorable Judge Paul G. Cassell

SPECIAL VERDICT FORM

We, the Jury, present our answers to the questions submitted by the Court, to which we have
all agreed:

1. Did defendant PURE engage in false advertising in violation of the Lanham Act?

Yes _____ No X

2. Did defendant PURE engage in false advertising willfully?

Yes _____ No X

3. Did defendants defame plaintiff with actual malice?

Yes _____ No X

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4. If you answered yes to 3, did defendants engage in a civil conspiracy to defame the plaintiff?

Yes _____ No X

If you have answered questions 1 or 3 "yes," proceed to the next question. If you have answered *all* of the previous questions "no," you should answer none of the following questions and have your foreperson sign and date this verdict form.

5. What is the total amount of damages caused by the causes of action that you have found have been proven?

False Advertising by PURE, Inc., \$ _____

Defamation/Civil Conspiracy, \$ _____

Total (add preceding two lines) \$ _____

6. If you answered question 3 yes, is the plaintiff entitled to punitive damages?

Yes: _____ No: _____

If you answered yes to question 6, proceed to question 7.

If you answered no to question 6, have your foreperson sign and date the verdict form.

7. What is the total amount of punitive damages to which plaintiff is entitled?

Answer: \$ _____

When you have answered the appropriate questions, please have your foreperson sign this verdict form and return to the Court.

Heila C. O'Neil
Jury Foreperson

8/6/04
Date